

Most US adults are in a long-term relationship with their primary bank

Article

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The majority of US adults aren't in the habit of switching their primary bank. As of August, **77%** have not moved their primary account to a new bank in the past five years, and just **8%**

have done so over the past year. So even as neobanks garner buzz, most US adults may not be so quick to leave their traditional banks for a digital-only experience.

When Did US Adults Last Switch Their Primary Account to a New Bank?

% of respondents, Aug 2021



Note: n=5,103

Source: CivicScience as cited in company blog, Aug 17, 2021

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